

Michael Pertschuk Papers

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Prepared by Connie Cartledge with the assistance of Allyson H. Jackson and Patrick Kerwin
Revised and expanded by Laura J. Kells

Collection Summary

Title: Michael Pertschuk Papers

Span Dates: 1949-2002

Bulk Dates: (bulk 1977-2001)

ID No.: MSS61779

Creator: Pertschuk, Michael, 1933-

Extent: 49,400 items ; 149 containers ; 59.6 linear feet

Language: Collection material in English

Location: Manuscript Division, Library of Congress, Washington, D.C.

Summary: Lawyer, federal trade commissioner, and lobbyist. Correspondence, memoranda, email, speeches, statements, book files, subject files, and other papers primarily concerning Pertschuk's career as chairman and commissioner of the Federal Trade Commission and consumer and tobacco control issues.

Selected Search Terms

The following terms have been used to index the description of this collection in the Library's online catalog. They are grouped by name of person or organization, by subject or location, and by occupation and listed alphabetically therein.

People

Anderson, Jack, 1922-2005--Correspondence.

Bailey, Patricia Price, 1937- --Correspondence.

Brinkley, David--Correspondence.

Carter, Jimmy, 1924- --Correspondence.

Cohen, David, 1936- --Correspondence.

Dingell, John D.--Correspondence.

Florio, James J., 1937- --Correspondence.

Glantz, Stanton A.

Goldfarb, Lewis H.--Correspondence.

Horowitz, David, 1937- --Correspondence.

Kessler, David A., 1951-

Koch, George William, 1926- --Correspondence.

Koop, C. Everett (Charles Everett), 1916-2013.

Magnuson, Warren G. (Warren Grant), 1905-1989--Correspondence.

McCarthy, Colman--Correspondence.

Miller, James Clifford--Correspondence.

Mondale, Walter F., 1928- --Correspondence.

Muskie, Edmund S., 1914-1996--Correspondence.

Nader, Ralph--Correspondence.

Navasky, Victor S.--Correspondence.

Pertschuk, Michael, 1933-

Pertschuk, Michael, 1933- Giant killers. 1986.

Pertschuk, Michael, 1933- Revolt against regulation: the rise and pause of the consumer movement. 1982.

Pertschuk, Michael, 1933- Smoke in their eyes : lessons in movement leadership from the tobacco wars. 2001.

Peterson, Esther, 1906-1997--Correspondence.

Pitofsky, Robert--Correspondence.

Ransom, Alan A.--Correspondence.

Reagan, Ronald--Correspondence.

Rice, David Ainsworth, 1940- --Correspondence.

Rudman, Warren B.--Correspondence.

Simpson, Alan K.--Correspondence.

Stern, Philip M.--Correspondence.

Strauss, Robert S.--Correspondence.

Watson, Jack H., 1938- --Correspondence.

Weinberger, Caspar W.--Correspondence.

Organizations

United States. Congress. Senate. Committee on Commerce.
United States. Federal Trade Commission.

Subjects

Antitrust law.
Citizens' associations.
Consumer protection.
Energy industries--Law and legislation--United States.
Food law and legislation--United States.
Lobbying.
Medical care--Law and legislation--United States.
Public interest--United States.
Tobacco industry--United States.
Tobacco--Law and legislation--United States.
Trade regulation--United States.
Transportation--Law and legislation--United States.

Places

China--Description and travel.
United States--Politics and government--1977-1981.
United States--Politics and government--1981-1989.

Occupations

Lawyers.
Lobbyists.

Administrative Information

Provenance

The papers of Michael Pertschuk, lawyer, federal trade commissioner, and lobbyist, were given to the Library of Congress by Pertschuk in 1984. Several additions were given by Pertschuk between 1989 and 2003.

Processing History

The Pertschuk Papers were processed in 1992 and revised and expanded in 2003.

Transfers

Sound recordings of interviews and a video recording have been transferred to the Motion Picture, Broadcasting, and Recorded Sound Division where they are identified as part of these papers.

Copyright Status

Copyright in the unpublished writings of Michael Pertschuk in these papers and in other collections of papers in the custody of the Library of Congress has been dedicated to the public.

Access and Restrictions

Restrictions apply governing the use, photoduplication, or publication of items in this collection. Consult a reference librarian in the Manuscript Division for information concerning these restrictions.

Preferred Citation

Researchers wishing to cite this collection should include the following information: Container number, Michael Pertschuk Papers, Manuscript Division, Library of Congress, Washington, D.C.

Biographical Note

<i>Date</i>	<i>Event</i>
1933, Jan. 12	Born, London, England
1954	B.A., Yale University, New Haven, Conn. Married, Carleen Joyce Dooley (divorced 1976)
1954-1956	First lieutenant, artillery, United States Army
1957	Assistant in instruction, Yale University Law School, Yale University, New Haven, Conn.
1959	LL.D., J.D., Yale University, New Haven, Conn. Admitted to Oregon bar
1959-1960	Law clerk for United States District Court Judge Gus O. Solomon, Portland, Oreg.
1960-1962	Associate in law firm, Hart, Rockwood, Davies, Biggs & Strayer, Portland, Oreg.
1962-1964	Legislative assistant, Senator Maurine B. Neuberger of Oregon
1964-1968	Consumer counsel, Senate Commerce Committee
1968-1977	Chief counsel, staff director, Senate Commerce Committee
1977	Married Anna Sofaer
1977-1981	Chairman, Federal Trade Commission
1981-1984	Commissioner, Federal Trade Commission
1982	Published <i>Revolt Against Regulation: The Rise and Pause of the Consumer Movement</i> . Berkeley: University of California Press
1984-	Codirector, Advocacy Institute, Washington, D.C.
1984-1985	Fellow, Woodrow Wilson International Center for Scholars, Washington, D.C.
1986	Published <i>Giant Killers</i> . New York: Norton
1989	Published with Wendy Schaezel <i>The People Rising: The Campaign Against the Bork Nomination</i> . New York: Thunder's Mouth Press
2001	Published <i>Smoke in Their Eyes: Lessons in Movement Leadership from the Tobacco Wars</i> . Nashville, Tenn.: Vanderbilt University Press

Scope and Content Note

The papers of Michael Pertschuk (1933-) span the years 1949-2002, with the majority of the papers concentrated from 1977 through 2001. They focus on Pertschuk's work in the arena of consumer protection and consist of two parts processed at different times. Part I relates primarily to Pertschuk's career in the [Federal Trade Commission](#) (FTC). Part II focuses

primarily on his writing projects and his work in the field of public interest lobbying and as a tobacco control advocate in the years following his departure from the Federal Trade Commission.

Part I

The bulk of the papers in Part I documents Pertschuk's career as chairman and commissioner of the Federal Trade Commission. This part consists of four series: [Federal Trade Commission](#); [Scheduling File](#); [Speeches, Statements, and Writings File](#); and [Miscellany](#). Many of the files contain photocopies rather than original items.

The [Federal Trade Commission](#) (FTC) series (1970-1984) constitutes more than half of Part I. Papers in this series are divided into three subseries: [Correspondence](#), [Subject File](#), and the [James Clifford Miller File](#). The [Correspondence](#) subseries (1977-1984) is divided into five sections: chronological correspondence, congressional correspondence, federal agencies correspondence, personal correspondence, and the public interest and complaint file. The majority of the correspondence pertains to questions about the commission's regulatory investigations, policies, and hearings. Also included are complaints by the public and government officials requesting inquiries into the practices of various businesses and corporations. Correspondence in later years focused on Congress's attempts to limit the FTC's power and the commission's less aggressive role in the regulation of antitrust cases, advertising, and other consumer issues. The Personal Correspondence subseries includes letters of a more personal nature and provides a glimpse of the private Pertschuk.

Papers in the [Subject File](#) subseries document Pertschuk's efforts to make the FTC more active in regulating antitrust and consumer issues in four broad areas: energy, food, health, and transportation. Under his chairmanship, consumer initiatives included efforts to regulate children's advertising, food advertising, the automobile industry, funeral parlors, and professional groups. After his election as president, Ronald Reagan named a new FTC chairman, James Clifford Miller, and Pertschuk became one of the seven commissioners. Also interfiled in this subseries are a few items pertaining to Pertschuk's duties while commissioner under Miller. Files relating to the John D. Dingell report, written by Pertschuk at Congressman Dingell's request, detailed the commissioner's assessment of the Reagan administration's attitude toward regulation. Further evidence of the differing philosophies of Pertschuk and Miller is documented in the [James Clifford Miller File](#). This subseries pertains to Pertschuk's tenure as a commissioner at the FTC during Miller's chairmanship, 1981-1984. Major topics include advertising substantiation, antitrust enforcement, and deception.

The [Scheduling File](#) contains correspondence, memoranda, appointment books, calendars, and invitations relating to Pertschuk's duties as chairman and commissioner of the FTC. Most of the invitations are requests for him to speak about consumer issues. Also included are scheduling papers pertaining to his career as chief counsel for the United States Senate Commerce Committee.

Papers in the [Speeches, Statements, and Writings File](#) relate primarily to Pertschuk's articles, books, and speeches on consumer topics. More than half of the series is comprised of papers pertaining to two of Pertschuk's books, *Revolt Against Regulation: The Rise and Pause of the Consumer Movement* and *Giant Killers*. *Revolt Against Regulation*, which began as a series of lectures at the University of California at Berkeley, is a history of government regulation told from an insider's perspective. *Giant Killers* described lobbying strategies used by citizen groups to defeat big business and government administrations. Additional material relating to this book is filed in [Part II](#). In addition, there are writings authored during his service with the Senate Commerce Committee and poetry written by him in 1949 and 1950. The notebook file compiled by his FTC staff contains most of his speeches, statements, and writings created during his tenure at the commission. A partial index precedes the notebook file.

The final series in Part I, [Miscellany](#), consists primarily of biographical material about Pertschuk and papers relating to his career with the Senate. Other files chronicle his trip to China in 1976.

Among Pertschuk's correspondents are Jack Anderson, Patricia P. Bailey, David Brinkley, Jimmy Carter, David Cohen, John D. Dingell, James Florio, Lewis H. Goldfarb, David Horowitz, George W. Koch, Warren G. Magnuson, Colman McCarthy, James Clifford Miller, Walter Mondale, Edmund S. Muskie, Ralph Nader, Victor S. Navasky, Esther Peterson, Robert Pitofsky, Alan A. Ransom, Ronald Reagan, David A. Rice, Warren B. Rudman, Alan Simpson, Philip M. Stern, Robert S. Strauss, Jack H. Watson, Jr., and Caspar W. Weinberger.

Part II

Part II of the Michael Pertschuk Papers is comprised of two series: [Book Files](#) and [Miscellany](#). The general theme in these files is public interest activism with a concentration on the issue of tobacco control.

Book Files constitute the major portion of the addition, the largest of which relates to his book *Smoke in Their Eyes: Lessons in Movement Leadership from the Tobacco Wars*. Included are reference files documenting the individuals, organizations, and events surrounding the possible negotiated settlement between public health advocates and the tobacco industry in 1997-1998, transcripts of interviews with leaders in the anti-tobacco movement, and drafts of this publication. Individuals featured include Stanton A. Glantz, David A. Kessler (1951-), C. Everett Koop, and Michael L. Myers. Files on *Giant Killers* supplement material on that book in Part I. Files pertaining to *The People Rising: The Campaign Against the Bork Nomination* contain book reviews and document efforts to publish and promote the book about the coalition which worked to defeat the nomination of Robert H. Bork to United States Supreme Court.

The Miscellany series relates to the Advocacy Institute, a nonprofit organization co-founded by Pertschuk. Much of the material concerns tobacco control efforts. Other items include his speeches and writings on consumer issues and the tobacco movement.

Organization of the Papers

The collection is arranged in six series:

- Part I: Federal Trade Commission, 1970-1984
- Part I: Scheduling File, 1973-1984
- Part I: Speeches, Statements, and Writings File, 1949-1986
- Part I: Miscellany, 1954-1985
- Part II: Book File, 1959-2002
- Part II: Miscellany, 1967-2001

Description of Series

Container

BOX I:1-99

Series

Part I: Federal Trade Commission, 1970-1984

BOX I:1-41

Correspondence, 1977-1984

Incoming and outgoing correspondence with the president, White House staff, members of Congress, government officials, FTC staff, friends, acquaintances, and the general public with appended material such as clippings and pamphlets pertaining to Pertschuk's duties as FTC chairman and commissioner.

Arranged alphabetically by type of correspondence and therein alphabetically by name, organization, or topic or chronologically.

BOX I:41-82

Subject File, 1970-1984

Correspondence, memoranda, briefing books, reports, charts, minutes of meetings, bills, motions, orders, petitions, speeches and statements, notes, photographs, clippings, and printed matter relating to Pertschuk's activities at the FTC.

Arranged alphabetically by type or subject of material and thereunder chronologically.

BOX I:82-99

James Clifford Miller File, 1977-1984

Correspondence, memoranda, reports, bills, motions, orders, petitions, speeches and statements, notes, clippings, and printed matter relating to Pertschuk's tenure as a commissioner under chairman James Clifford Miller.

Arranged alphabetically by type or subject of material and thereunder chronologically.

BOX I:99-104

Part I: Scheduling File, 1973-1984

Correspondence, memoranda, appointments books, calendars, and invitations consisting primarily of speech requests and invitations to Pertschuk while commissioner and chairman at the FTC. Also includes material relating to Pertschuk's career with the United States Senate.

Arranged by type of material and therein chronologically.

BOX I:104-123

Part I: Speeches, Statements, and Writings File, 1949-1986

Correspondence, memoranda, speeches and speech notes, articles, book drafts and notes, poetry, notebooks, research material, and printed matter.

Arranged alphabetically by type of material and therein chronologically.

BOX I:123-124

Part I: Miscellany, 1954-1985

Correspondence, memoranda, military orders, notes, biographical material, photographs, clippings, and printed matter relating chiefly to Pertschuk's military career, Senate career, and trip to China.

Arranged alphabetically by type or topic of material and thereunder chronologically.

BOX II:1-23

Part II: Book File, 1959-2002

Correspondence, memoranda, printed email, book drafts, notes, interview transcripts, research material, and book reviews.

Arranged alphabetically by book title, then by type of material, and therein chronologically.

BOX II:23-25

Part II: Miscellany, 1967-2001

Correspondence, memoranda, printed email, biographical material, speeches, writings, interview transcripts, reports, and printed matter.

Arranged alphabetically by type or topic of material and thereunder chronologically.

Container List

<i>Container</i>	<i>Contents</i>
BOX I:1-99	Part I: Federal Trade Commission, 1970-1984
BOX I:1-41	Correspondence, 1977-1984 Incoming and outgoing correspondence with the president, White House staff, members of Congress, government officials, FTC staff, friends, acquaintances, and the general public with appended material such as clippings and pamphlets pertaining to Pertschuk's duties as FTC chairman and commissioner. Arranged alphabetically by type of correspondence and therein alphabetically by name, organization, or topic or chronologically.
BOX I:1	Chronological 1977, Apr.-1978, Feb. (9 folders)
BOX I:2	1978, Mar.-Sept. (8 folders)
BOX I:3	1978, Oct.-1979, Mar. (8 folders)
BOX I:4	1979, Apr.-1980, Jan. (11 folders)
BOX I:5	1980, Feb.-1981, Jan. (10 folders)
BOX I:6	1981, Feb.-1983, July (10 folders)
BOX I:7	1983, Aug.-1984, Oct., undated (7 folders) Congratulatory, 1977 <i>See Container I:63, Congratulatory correspondence</i> Congressional, 1977-1984, undated A-B (6 folders)
BOX I:8	B-C (12 folders)
BOX I:9	C-D (12 folders)
BOX I:10	D-F (12 folders)
BOX I:11	F-H (11 folders)
BOX I:12	H-M (13 folders)
BOX I:13	M (10 folders)
BOX I:14	M-R (13 folders)

Part I: Federal Trade Commission, 1970-1984

Container

Contents

BOX I:15	R-S (11 folders)
BOX I:16	S-W (12 folders)
BOX I:17	Y-Z (2 folders) Unidentified correspondence Federal agencies Administrative Conference of the United States, 1977-1980 (2 folders) Agriculture Department, 1977-1980 Center for Science in the Public Interest, 1978 Civil Aeronautics Board, 1978-1979 Commerce Department, 1977-1980 (2 folders) Commodity Futures Trading Commission, 1979-1980 Council on Environmental Quality, 1978-1980 Defense Department, 1977-1981 Energy Department 1977-1979 (2 folders)
BOX I:18	1980-1981 (2 folders) Environmental Protection Agency, 1977-1980 Equal Employment Opportunity Commission, 1978-1981 Federal Communications Commission, 1977-1979 Federal Home Loan Bank Board, 1977-1980 Federal Reserve System, 1977-1981 (2 folders) General Accounting Office 1977-1978 (2 folders)
BOX I:19	1979-1981 (5 folders) Health and Human Services, Department of, 1977-1981 (2 folders)
BOX I:20	Housing and Urban Development, Department of, 1977-1979 Interior Department, 1977-1980 Internal Revenue Service, 1977-1981 Justice Department 1977-1980 (6 folders)
BOX I:21	1981 Labor Department, 1977-1981 Library of Congress, 1977-1978 National Bureau of Standards, 1978 National Highway Traffic Safety Administration, 1977-1979

Part I: Federal Trade Commission, 1970-1984

Container

Contents

	National Science Foundation, 1977-1978
	Office of Management and Budget
	1977-1979
	(5 folders)
BOX I:22	1980-1981
	(3 folders)
	Securities and Exchange Commission, 1977-1979
	Small Business Administration, 1978-1980
	(3 folders)
	State Department, 1977-1980
	Tennessee Valley Authority, 1979
	Transportation Department, 1977-1980
	Treasury Department, 1977-1980
	United States Commission on Civil Rights, 1978-1980
BOX I:23	United States Consumer Product Safety Commission, 1977-1980
	United States Regulatory Council, 1978-1981
	Veterans Administration, 1977- 1980
	White House <i>See also Container I:29, Personal</i>
	1977-1979
	(6 folders)
BOX I:24	1979-1981
	(7 folders)
	Personal <i>For additional material see Container I:63, Congratulatory correspondence</i>
	1977-1979
	(3 folders)
BOX I:25	1980
	(8 folders)
BOX I:26	1981, Jan.-1982, May
	(11 folders)
BOX I:27	1982, May-1983, Mar.
	(7 folders)
BOX I:28	1983, Apr.-1984, July
	(9 folders)
BOX I:29	1984, Aug.-Oct.
	(3 folders)
	White House, 1978-1981 <i>See also Container I:23, Federal agencies</i>
	Public interest and complaint file, 1977-1981
	A
	(7 folders)
BOX I:30	B
	(11 folders)
BOX I:31	B-C
	(10 folders)
BOX I:32	C-F
	(14 folders)
BOX I:33	F-H
	(10 folders)

Part I: Federal Trade Commission, 1970-1984

Container

Contents

BOX I:34	H-K (11 folders)
BOX I:35	K-M (9 folders)
BOX I:36	M-N (10 folders)
BOX I:37	N-P (10 folders)
BOX I:38	P-S (12 folders)
BOX I:39	S-T (11 folders)
BOX I:40	T (4 folders)
	U-Z (5 folders)
BOX I:41	(3 folders)
BOX I:41-82	Subject File, 1970-1984 Correspondence, memoranda, briefing books, reports, charts, minutes of meetings, bills, motions, orders, petitions, speeches and statements, notes, photographs, clippings, and printed matter relating to Pertschuk's activities at the FTC. Arranged alphabetically by type or subject of material and thereunder chronologically.
BOX I:41	Accomplishments General 1977-1980 (5 folders)
BOX I:42	1980-1982 (2 folders) Notebooks, 1978-1980 (5 folders) Summaries, 1980
BOX I:43	Action for Children's Television, 1982-1983 Administrative Conference of the United States, 1978-1983 Administrative law judges, 1980 Advertising, 1977-1984 (5 folders) Alcohol advertising 1976-1979, 1981 (3 folders)
BOX I:44	1981-1984, undated (7 folders)
BOX I:45	American Association of Advertising Agencies, Inc., 1980-1981 American Committee on East-West Accord, 1983 Antitrust issues, 1977, undated Attorneys general, 1979-1984 (2 folders)

Part I: Federal Trade Commission, 1970-1984

Container

Contents

	Automobiles
	General, 1970, 1978-1980, 1982
	(2 folders)
	Investigation, 1980
	(2 folders)
	Awards and certificates, 1977-1979, undated
	Baleysuit Corp.
	1982
BOX I:46	1982-1983
	(5 folders)
	Biographical notebook, 1977-1980
	(2 folders)
	"Black Death" working paper, 1982-1983
BOX I:47	Breakfast group, 1979-1983
	Briefing books
	Deception, 1982
	(2 folders)
	Energy, 1977
	(2 folders)
	Federal Trade Commission Improvements Act, 1979-1980
	(2 folders)
	Funerals
	1982
BOX I:48	1982-1983
	(3 folders)
	St. Louis, Mo., trip, 1980
	(2 folders)
	Truth in Lending Act, 1978
	(2 folders)
BOX I:49	Budget
	Lamb, Robert, proposed book, 1980
	Reagan administration, 1981-1984
	Reauthorization, 1982-1983
	Bureau directors' meeting, 1979-1980
	(3 folders)
	Bureau of Competition, 1980-1981
	Bureau of Consumer Protection, 1980
	Bureau of Economics, 1979-1980
BOX I:50	California Commission on Campaign Financing, 1983-1984
	Carter, Jimmy, administration, 1979-1980
	Chairman, office of, 1977-1980
	(3 folders)
	Children's advertising
	Background information
	1972-1976
	(2 folders)

Part I: Federal Trade Commission, 1970-1984

Container

Contents

BOX I:51	1977 (2 folders) 1978-1982 (6 folders)
BOX I:52	1983, undated (3 folders) Budget, background information, 1977-1978, undated Cereal notebook, 1977 Correspondence, 1977-1980 A-B (2 folders)
BOX I:53	C-S (10 folders)
BOX I:54	T-Z (3 folders) Freedom of information requests, 1978 (3 folders) General 1973-1976 (3 folders)
BOX I:55	1977-1978 (8 folders)
BOX I:56	1979-1983 (7 folders)
BOX I:57	1984, undated Legislation, 1978 Meetings, 1977 (3 folders) Memoranda, 1977-1981 (3 folders)
BOX I:58	Orders, motions, and petitions 1977 (3 folders) 1978 (6 folders)
BOX I:59	(2 folders) 1979 (6 folders)
BOX I:60	1980-1982 Prejudgment, 1978 (2 folders) Rulemaking Issues, 1978 (3 folders) Pertschuk's withdrawal, 1980 Television 1977 (2 folders)

Part I: Federal Trade Commission, 1970-1984

Container

Contents

BOX I:61	1977-1978 (2 folders) Cigarettes, 1977, 1983-1984, undated Civil Aeronautics Board, 1983-1984 (3 folders) Competition General, 1978, 1980-1981
BOX I:62	Programs fact book, 1980 (3 folders) Confirmation hearing, 1977 Conglomeration, 1979-1981, undated Complimentary letters, 1977-1981 (2 folders)
BOX I:63	Congratulatory correspondence, 1977 (4 folders) Consumer Affairs Council, 1979-1980 Consumer Interest Research Institute, 1981-1983 Consumer Product Safety Commission, 1981 Consumerism, 1979-1984
BOX I:64	Consumers Unfairness jurisdiction, 1980-1982 Union, 1981-1982 Council on Economic Priorities, 1984 Corporate priorities, 1978-1979 Criticism, 1979 Democracy Project, 1981-1983 Democratic party platform, consumer papers by Pertschuk, 1975-1976 Dingell, John D., report, 1984 (3 folders)
BOX I:65	(1 folder) Disqualifications from decisions due to conflicts of interest, 1977-1980 Drug advertisements, 1981-1984, undated (3 folders) Energy crisis Gasoline shortage, 1979 Iran shortfall, 1979 (2 folders) Enforcement plan, 1981-1984, undated (1 folder)
BOX I:66	(1 folder) Equal employment opportunity, 1979-1982 (4 folders) Ethics, 1980 Federal Trade Commission, seminars, 1979 Food advertising Center for Science in the Public Interest petitions, 1983-1984 (2 folders)

Part I: Federal Trade Commission, 1970-1984

Container

Contents

BOX I:67	General, 1977-1984, undated (8 folders) Formica, 1979, undated General Motors\Toyota venture Commission's testimony before Congress, 1983-1984
BOX I:68	Disclosure of information, 1984 Early termination of waiting period, 1984 General, 1983-1984 (2 folders) Hearing, 1984 Michigan attorney general requests, 1981-1984 Public statements analysis, 1983-1984 (2 folders)
BOX I:69	Generic drugs, 1979 Government advertising, 1979-1980 Health care, 1977-1980 (3 folders) Humor, 1977-1981, undated Import restrictions, 1980, undated Improvements, 1977-1978 Improvements Act lobbying, 1980 Inflation, 1978-1980 (2 folders)
BOX I:70	(1 folder) Institute for Policy Studies, Washington School, Washington, D.C., 1981-1982 John F. Kennedy School of Government, Harvard University, Cambridge, Mass., case program, 1981-1983 Justice Department, 1978-1980 (2 folders) Legislative veto of commission's rulemaking, 1982-1983 Log of telephone calls, visits, and meetings, 1977 MacIntosh, Toby, transcripts, 1981, undated Memoranda of conversations and meetings, 1979-1982 Mergers, 1979-1982 Minorities, 1980
BOX I:71	Nader, Ralph, 1977, 1981-1982, undated National Academy of Public Administration, 1979-1984 (4 folders) National Association of Attorneys General, 1979-1980 (2 folders) National Commission for Review of Antitrust Laws and Procedures, 1977-1978 (2 folders)
BOX I:72	Network for Better Nutrition, 1981-1982 (7 folders) New Framework group project, 1984
BOX I:73	Nomination, 1977 (2 folders)

Part I: Federal Trade Commission, 1970-1984

Container

Contents

	Office of Policy Planning and Evaluation, 1980
	Office of Public Information, 1979-1980
	Photographs, 1979-1981, 1983, undated (2 folders)
	Policy review sessions, 1980-1981
	Professionalism
	American Medical Association, 1982-1983
	Cases and opinions on the professions, 1976-1983 (2 folders)
BOX I:74	Contributions and lobbying, 1982
	General, 1981-1982 (2 folders)
	Press, 1982-1983
	Professions
	Handouts, 1982, undated
	Package, 1982
	Rulemaking, 1979-1981, undated
	State action and preemption, 1980, undated
	Testimony, 1982
BOX I:75	Unfairness, 1982, undated
	Public participation, 1979-1984 (2 folders)
	"Reaganomics", 1970, 1983-1984, undated (3 folders)
	Reform, internal, 1980
	Regional offices, 1977-1984
BOX I:76	Regulatory Council, 1978-1980 (3 folders)
	Regulatory reform, 1978-1980, undated (5 folders)
	Reorganization, Federal Trade Commission, 1982
BOX I:77	Retreats, executive, 1977-1978, undated
	Rulemaking, 1980, undated (2 folders)
	Sexism task force, 1980
	Small business, 1979-1982 (5 folders)
	Speakers bureau, 1979-1980
BOX I:78	Staff
	Management team meetings, 1980 (2 folders)
	Memoranda, 1977-1984
	Stockman, David, 1981
	Subpoenas, 1980
	Sunshine meetings, 1978-1982
	Television appearances
	"Bill Moyers' Journal," 1980

Part I: Federal Trade Commission, 1970-1984

Container

Contents

	General, 1980
	"Phil Donahue," 1980
	Correspondence
	Transcripts
BOX I:79	"Phil Donahue" and "60 Minutes," 1980
	Correspondence
	(5 folders)
	Correspondence logs
	Transcripts, 1980-1982
	Themes and goals, 1980
BOX I:80	Transition, 1976-1980
	(2 folders)
	Unfairness, 1980-1982, undated
	United States
	Congress
	General
	1979
	(3 folders)
BOX I:81	1979-1980
	(4 folders)
	McClure amendment, 1979-1980
	Unfairness, 1979-1980
	(2 folders)
	House of Representatives, reauthorization hearings, 1982
	(2 folders)
BOX I:82	(1 folder)
	Senate
	Committee on Commerce, Science, and Transportation, history, 1978
	Reauthorization hearings, 1982-1983
	(3 folders)
	White House dinner, 1980
BOX I:82-99	James Clifford Miller File, 1977-1984
	Correspondence, memoranda, reports, bills, motions, orders, petitions, speeches and statements, notes, clippings, and printed matter relating to Pertschuk's tenure as a commissioner under chairman James Clifford Miller.
	Arranged alphabetically by type or subject of material and thereunder chronologically.
BOX I:82	Advertising substantiation
	Analgesic cases, 1983
	Crawford, Carol, 1984
	Legislative correspondence, 1981
	Miller, James Clifford
	Industry reaction, 1981-1984
	Statements, 1981-1984
	(2 folders)
BOX I:83	Muris, Timothy J., statements, 1982
	Order modifications, 1983

Part I: Federal Trade Commission, 1970-1984

Container

Contents

	Pertschuk, Michael, statements and memoranda, 1981-1984
	Press coverage, 1980-1984 (2 folders)
	Press packages, 1983
	Public comment proceeding, 1979-1984 (4 folders)
BOX I:84	Staff report, 1978-1981 (2 folders)
	Studies, 1979-1983 (3 folders)
	Antitrust enforcement 1979-1983 (4 folders)
BOX I:85	1983-1984, undated (2 folders)
	<i>Bachman v. Miller</i> , 1982-1983 (2 folders)
	Budget General, 1981-1984 Reauthorization, 1982-1983 (4 folders)
	Bureau of Economics 1978-1982
BOX I:86	1982-1984 (3 folders)
	Calvani, Terry, 1980-1984
	Campbell, Tom, 1982-1983
	Carley, Jack, 1982-1984
	Cases, fiscal year 1984, 1983-1984 (4 folders)
BOX I:87	Congressional relations, 1981-1983
	Consumer protection enforcement Crawford, Carol, 1983-1984 (2 folders)
	General, 1977-1983 (6 folders)
BOX I:88	Credit practices rules, 1983-1984 (2 folders)
	Deception Background information, 1984, undated (2 folders)
	Case examples, 1980-1984 (2 folders)
	General, 1982-1984, undated
	Law, analysis of, 1984, undated
	Miller, James Clifford, statements and correspondence, 1981-1984 (1 folder)
BOX I:89	(2 folders)

Part I: Federal Trade Commission, 1970-1984

Container

Contents

	Muris, Timothy J., 1982-1983
	National Association of Attorneys General, 1982-1984
	Pertschuk, Michael, statements and correspondence, 1982-1983
	Press, 1981-1984
	(3 folders)
	Pricing, 1982-1984, undated
	(2 folders)
	Defects
	1981-1983
BOX I:90	1984, undated
	Deregulation, Reagan administration, 1981-1984
	Douglas, George, 1982-1984
	(2 folders)
	Elderly, 1979-1984
	(3 folders)
	Equal Credit Opportunity Act enforcement, 1982-1984
BOX I:91	Federal Trade Commission, paralysis of, 1981-1984
	(6 folders)
	Fraud squad, 1983-1984
	Intervention, 1981-1984, undated
	(3 folders)
BOX I:92	International Telephone and Telegraph Financial Corp. (ITT)
	1980-1983
	(9 folders)
BOX I:93	1983-1984
	(2 folders)
	Merger
	Enforcement, 1981-1984
	Guidelines, 1982
	Miller, James Clifford, 1981-1984, undated
	(6 folders)
	Muris, Timothy J., 1982-1984
	(1 folder)
BOX I:94	(1 folder)
	National Association of Attorneys General, 1984
	Opposition, 1981-1983
	Order modification, 1982-1984
	(3 folders)
	Oversight hearings
	1982-1983
	(3 folders)
BOX I:95	1983-1984
	(9 folders)
BOX I:96	Perks and junkets, 1982-1984
	Professions, 1982-1983
	(2 folders)

Part I: Federal Trade Commission, 1970-1984

Container

Contents

	Regional offices, 1982-1983 (5 folders)
BOX I:97	Regulatory reform, 1983-1984 Resale price maintenance, 1982-1984 (5 folders)
	Robinson-Putnam Act, 1981-1984 Rulemaking standards, 1981-1984 Secrecy, 1976-1984 (2 folders)
BOX I:98	(1 folder) Spaeth, Merrie, 1982-1983 Status reports, monthly, 1981-1983 (5 folders)
BOX I:99	Tollison, Robert D., 1982-1983 Unfairness, 1982-1984 Used car rule, 1982-1984 (2 folders) Visigoths, 1982-1983 Yandle, Bruce, 1983-1984
BOX I:99-104	Part I: Scheduling File, 1973-1984 Correspondence, memoranda, appointments books, calendars, and invitations consisting primarily of speech requests and invitations to Pertschuk while commissioner and chairman at the FTC. Also includes material relating to Pertschuk's career with the United States Senate. Arranged by type of material and therein chronologically.
BOX I:99	Appointment books 1977-1981 (5 folders)
BOX I:100	1982-1983 (2 folders) Invitation file 1973-1979 (7 folders) 1980 Jan.-Feb . (2 folders)
BOX I:101	Mar.-Nov. (11 folders)
BOX I:102	Dec. 1981 (4 folders) 1982 Jan.-July (6 folders)
BOX I:103	Sept.-Dec. (4 folders)

Part I: Scheduling File, 1973-1984

Container

Contents

	1983
	Jan.-Oct. 16
	(8 folders)
BOX I:104	Oct. 18-Nov.
	(3 folders)
	1984
	(7 folders)
	Speakers calendar, 1981-1982
BOX I:104-123	Part I: Speeches, Statements, and Writings File, 1949-1986
	Correspondence, memoranda, speeches and speech notes, articles, book drafts and notes, poetry, notebooks, research material, and printed matter.
	Arranged alphabetically by type of material and therein chronologically.
BOX I:104	Articles
	1973-1974, "The Lawyer Lobbyist," <i>Verdicts on Lawyers</i>
	1975, "A Law to Call Your Own"
	1976, Oct. 17, "Smoking in China," <i>Washington Post</i>
	1978, Summer, "The FTC, Advertising, and Consumer Self-Protection," <i>Journal of Optometric Education</i>
BOX I:105	1979
	Jan., "A Fable of Regulation," <i>Across the Board</i>
	Apr., "Needs and Licenses," <i>AEI Journal on Government and Society</i>
	Apr., "Regulatory Reform through the Looking Glass," <i>ABA Journal</i>
	Oct., "What's Wrong with Conglomerate Mergers?" <i>Fordham Law Review</i>
	1980, Sept., "The King's Dilemma," <i>Chemtech</i>
	1981
	Aug., "Those Big Mergers Are a Political Threat," <i>Washington Post</i>
	Dec., "Like Big Joe's Forklift, Bureau Director Persevered," <i>Legal Times of Washington</i> (2 folders)
	1982
	July, "Reaganism Is Harmful to Your Health," <i>Nation</i>
	Dec., "Evidence at the FTC," <i>Washington Post</i>
	1983
	Jan./Feb., "A New Era in Merger Enforcement," <i>Regulation Magazine</i>
	May, "AMA Versus Competition," <i>American Psychologist</i>
	May 9, "Tattered Banner of Sexism," <i>Washington Post</i>
	May 29, "The Case for Consumerism," <i>New York Times Magazine</i> (3 folders)
	June 4, "Resale Price Maintenance--Why the Per Se Rule Should be Enforced," <i>National Journal</i>
	Dec., "The Politics of Tobacco: Curse and Cure," <i>New York State Journal of Medicine</i>
	1984
	May 6, "Confessions of a Chronic Dissenter," <i>New York Times</i>
	May 14, "Love That Market," <i>New Republic</i>
	June, "Professionals: Should They Be Treated As Businesses?" <i>At Home with Consumers</i>
	July, "The New Politics of Smoking," <i>Internist Magazine</i>
	Undated, "An FTC Commissioner"

Part I: Speeches, Statements, and Writings File, 1949-1986

Container

Contents

	Book file
	<i>Giant Killers</i> (1986)
	Chapter 1
	Drafts
	(2 folders)
	Notes
	Chapters 2-3
	Drafts
	(1 folder)
BOX I:106	(7 folders)
	Interviews
	Forbes, Rip
BOX I:107	Kitzmiller, Michael
	Knight, Peter
	Liebengood, Howard, and Mehren, Charles
	Myers, Matthew L.
	(2 folders)
	Weymuller, Robert
	Notes
	(2 folders)
	Chapter 4
	Drafts
	(4 folders)
	Editorial comments
	Interview, Angoff, Jay
	Notes
BOX I:108	Chapter 5
	Drafts
	(3 folders)
	Interviews
	Amodio, Jay
	Babcock, Hope
	White, Lee
	Miscellany
	Outlines
	Chapter 6
	Drafts
	(2 folders)
	Interviews
	Neas, Ralph, and Taylor, William L.
	(2 folders)
BOX I:109	Notes
	Chapters 7-8
	Drafts
	(9 folders)
BOX I:110	(7 folders)
	Interviews

Part I: Speeches, Statements, and Writings File, 1949-1986

Container

Contents

	Cohen, David
	(2 folders)
BOX I:111	(2 folders)
	Hedlund, Jay
	Mawby, Michael
	Sheekey, Kathleen
	Wertheimer, Fred
	Notes
	(5 folders)
	Outline
	Conclusions
	Drafts
	(2 folders)
BOX I:112	Notes
	General
	(3 folders)
	Prospective chapters
	<i>Revolt Against Regulation</i> (1982)
	Preface
	Chapter 1
	Drafts
	Notes
	Chapter 2
	Drafts
	Notes
	Chapter 3
	Drafts
	(2 folders)
BOX I:113	Notes
	(3 folders)
	Chapter 4
	Drafts
	Notes
	Chapter 5
	Drafts
	(2 folders)
	Miscellany
	Notes
	(2 folders)
	Epilogue
	Index
BOX I:114	Book reviews
	(2 folders)
	Contract
	Correspondence, 1981-1984
	(4 folders)

Part I: Speeches, Statements, and Writings File, 1949-1986

Container

Contents

	Early drafts (2 folders)
	General (2 folders)
BOX I:115	Lectures Comments (2 folders)
	Magnetic cards Originals (4 folders)
	Reaction to Marketing and promotion
BOX I:116	General Interviews Press packages Miscellany
	General, undated (6 folders)
BOX I:117	"The Great Garbage Can Lobby," 1969-1979, undated (4 folders)
	<i>Journal of Consumer Policy</i> , 1983-1984
	Notebooks
	Index, 1977-1984
	1977 (3 folders)
	1978
	Jan.-June (2 folders)
BOX I:118	July-Nov. (2 folders)
	1979 (3 folders)
	1980
	Jan.-Sept. (3 folders)
BOX I:119	Nov.-Dec.
	1981
	1982 (4 folders)
	1983
	Jan.-May 24 (6 folders)
BOX I:120	May 26-Dec. (6 folders)
	1984
	Jan.-Apr. (4 folders)

Part I: Speeches, Statements, and Writings File, 1949-1986

Container

Contents

BOX I:121	May-Sept. (4 folders) Notes and references, 1970-1984, undated (2 folders) Poetry, 1949-1950, undated Senator's handbook, 1975-1978 (4 folders)
BOX I:122	Speech file Consumers, 1968-1976, undated (4 folders) Role of congressional staff, 1975-1976, undated Speeches, 1964-1970 "Stalking the Wild Deception and Other Adventures in Reaganland," undated Drafts (2 folders) Notes (1 folder)
BOX I:123	(1 folder) Unidentified writings, undated (3 folders)
BOX I:123-124	Part I: Miscellany, 1954-1985 Correspondence, memoranda, military orders, notes, biographical material, photographs, clippings, and printed matter relating chiefly to Pertschuk's military career, Senate career, and trip to China. Arranged alphabetically by type or topic of material and thereunder chronologically.
BOX I:123	Advocacy Institute, 1985 American Ethical Society, 1974-1984 Biographical file, 1964-1983, undated (4 folders)
BOX I:124	China trip, 1976 (4 folders) Military file, 1954-1963 Senate file Correspondence, 1962-1977 (2 folders) Memoranda, 1976-1977, undated Photographs, 1966, 1975, undated Washington and Lee University, Lexington, Va., 1985
BOX II:1-23	Part II: Book File, 1959-2002 Correspondence, memoranda, printed email, book drafts, notes, interview transcripts, research material, and book reviews. Arranged alphabetically by book title, then by type of material, and therein chronologically.
BOX II:1	<i>Giant Killers</i> Book reviews, 1986-1987

Part II: Book File, 1959-2002

Container

Contents

	Correspondence
	Miscellaneous, 1985-1990, undated
	W. W. Norton, 1980-1987
	(2 folders)
	Marketing and promotion, 1986, undated
	Miscellany, 1986, undated
	Royalty statements, 1987-1991
	<i>The People Rising</i>
	Book reviews, 1989-1991, undated
	Correspondence, 1988-1991, undated
	(2 folders)
	Marketing and promotion, 1989-1990, undated
	Miscellany, 1987-1989, undated
BOX II:2	Other books on Robert H. Bork nomination, 1989, undated
	Talking points, 1988-1989, undated
	<i>Revolt Against Regulation</i> , 1982-1986, undated
	<i>Smoke in Their Eyes</i>
	Book outlines and summaries, 1997-1999, undated
	Book reviews, 2000-2002, undated
	Correspondence, 1997-2001
	(2 folders)
	Drafts
	Comments, 1998-2000, undated
	(3 folders)
BOX II:3	(2 folders)
	Texts
	1999
	(5 folders)
BOX II:4	2000-2001
	(6 folders)
	Interview questions, 1997, undated
BOX II:5	Interviews
	Aronson, Mary, 1999
	Blanke, Douglas, 1999
	(2 folders)
	Bloch, Michele, 1999
	Carol, Julia, 1997
	(2 folders)
	Crawford, Linda, 1997
	Douglas, Cliff, 1998
	DuMelle, Fran, 1999
	Ericksen, Michael, 1999
	Filler, Timothy, 1999
	Ford, Anne, 1998
	Hafner, Dudley, 1999
	Hamburg, Richard, 2001
	Harvey, Pharis, 1998

Part II: Book File, 1959-2002

Container

Contents

BOX II:6	Kaufman, Nancy, 1999 Kessler, David A. (1951-), 1998 Kirshenbaum, Michael, 1999 Koop, C. Everett, 1999 Myers, Matthew L., 1997-1999 (9 folders) Nader, Ralph, 2001 Nesbit, Jeffrey, 1997-1999 (2 folders)
BOX II:7	Noltenius, Jeanette, 1999 Novelli, William, 1997-1999 (2 folders) Sciandra, Russell, 1998 Seffrin, John, 1997 Sneegas, Karla, 1999 Waxman, Henry A., 1999 Weissman, Robert, 1999 Wilkenfeld, Judith, 1997 Zatonski, Witold, 1998 Zeller, Mitchell, 1997-1998 (2 folders)
BOX II:8	Miscellany, 1998-2001, undated Notes, undated Reference file Chapter file Chapters 1-5, 1986-1988, 1996-1999, undated (7 folders)
BOX II:9	Chapters 6-9, 1991-1998, undated (11 folders)
BOX II:10	Chapters 10-20, 1996-1999, undated (10 folders)
BOX II:11	Chapters 21-32, 1996-1999, undated (10 folders)
BOX II:12	Chapters 33-36, 1983, 1995-2001, undated (5 folders) Epilogue, 2000-2001, undated Subject file Advisory Committee on Tobacco Policy and Public Health Koop-Kessler report, 1997 (2 folders) Meeting transcript, 1997 (3 folders)
BOX II:13	Miscellany, 1997 Advocacy infighting, 1991-1998 (2 folders) Advocates against negotiated tobacco settlement, 1994-1999, undated (2 folders)

Part II: Book File, 1959-2002

Container

Contents

	Alternative plans, 1996-1997
	American Cancer Society
	Analysis of proposed tobacco settlement, 1997 (2 folders)
	General, 1995-2000, undated (3 folders)
BOX II:14	International activities, five year plan, 2001, undated (3 folders)
	American Heart Association, 1997-2001
	American Lung Association, 1993-1999, undated (2 folders)
	American Medical Association, 1997-1998
	American Psychological Association, science advocacy training workshop, Washington, D.C., 1997 (3 folders)
BOX II:15	American Public Health Association, 1997-1998 (2 folders)
	Americans for Nonsmokers' Rights, 1997-1998
	Asbestos, 1997-1998
	Bankruptcy, 1997-1998, undated
	Bloch, Michele, 1998-1999
	Carol, Julia, 1996-1998
	Clinton administration (Clinton, Bill), 1996-1999
	Coalition for Workers' Health Care Funds, 1998
	Conferences, 1997
	Daynard, Richard, 1997-1998
	Editorials and commentary, 1997-1998
	ENACT: Effective National Action to Control Tobacco, 1997-1998, undated
BOX II:16	Facts, 1997, undated
	Farmers, 1997-1998
	Glantz, Stanton P.
	Analysis of proposed tobacco settlement, 1997-1998 (2 folders)
	Miscellany, 1991, 1997-1999, undated (3 folders)
	Humphrey, Hubert H. (1942-), 1996-1998 (2 folders)
	International issues
	General, 1997-2000, undated (2 folders)
BOX II:17	International smuggling issues and the framework convention on tobacco control, resource material, 2001
	International trade issues and the framework convention on tobacco control, resource material, 2001 (2 folders)
	Kessler, David A. (1951-), 1996-1998, undated
	Kluger, Richard, 1996-1998
	Koop, C. Everett, 1996-2000

Part II: Book File, 1959-2002

Container

Contents

	Leadership, 1959, 1983, 1989-1999, undated (2 folders)
	McCain bill, tobacco legislation General, 1998 (2 folders)
	Reaction to failure of bill, 1998-1999, undated
BOX II:18	Metaphor, 1968, 1998, undated
	Miscellany, 1990, 1997-2001, undated (3 folders)
	Myers, Matthew L., 1996-1999, undated (2 folders)
	Nader, Ralph, and Public Citizen, 1997-1998
	National Center for Tobacco-Free Kids Case study, undated (3 folders)
BOX II:19	General, 1995-1999, undated (2 folders)
	Opinion polls, 1996-1998 (2 folders)
	Organizations against tobacco settlement, 1997-1998 (2 folders)
	Policy and theory, 1991, 1996-1998, undated
	Resolving conflicts, 1983-1986, 1997-1998, undated
	Save Lives, Not Tobacco, the Coalition for Accountability, 1997-1998 (2 folders)
BOX II:20	Sciandra, Russell, 1997-1998
	Scruggs, Richard F., and trial lawyers, 1997-1999
	“Sea change” against tobacco, 1996-1998
	State attorneys general Miscellany, 1997-1999
	Multistate tobacco company settlement, 1998, undated
	Strategy General, 1997-1998
	“Inside/outside,” 1992-1998
	Sutton, Charyn D., and Onyx Group, 1997-1999, undated (2 folders)
	Time line, 1997-1998, undated (2 folders)
BOX II:21	Tobacco advocacy caucus meeting, Chicago, Ill., 1996-1997, undated
	Tobacco industry Front groups, industry, law firms, 1994-1999 (2 folders)
	Lobbying power, 1997-1998
	Tobacco settlement, 1996-1998, undated (5 folders)
	TP-Talk, tobacco policy discussion, 1998-1999

Part II: Book File, 1959-2002

Container

Contents

BOX II:22	United States Congress, 1997-1999, undated (3 folders) United States Food and Drug Administration (FDA), 1995-1998, undated (5 folders)
BOX II:23	Wall Street, 1997-1999 Warner, Kenneth E., 1996-1999 Waxman, Henry A., 1996-1999
BOX II:23-25	Part II: Miscellany, 1967-2001 Correspondence, memoranda, printed email, biographical material, speeches, writings, interview transcripts, reports, and printed matter. Arranged alphabetically by type or topic of material and thereunder chronologically.
BOX II:23	Advocacy Institute Bangladesh file, 1995-1998, undated (2 folders) Miscellany, 1985-1986, 1997-2000, undated Tobacco control project Advisory Committee on Tobacco Policy and Public Health, 1997 ASSIST: American Stop Smoking Intervention Study, 1995-1998 (3 folders) Miscellany, 1997-2000, undated (2 folders)
BOX II:24	Robert Wood Johnson Foundation Grant proposal, 1996 (3 folders) Miscellany, 1997-1999 Tobacco control leaders, interviews, 1997-1998 (2 folders) World Conference on Tobacco OR Health, Chicago, Ill., 2000 Biographical file, 1977-1987, 1999-2001, undated
BOX II:25	Federal Trade Commission, 1975-1985, undated (2 folders) Personal correspondence, 1980-1989, 1997-2000, undated Speeches and writings Speeches, 1967, 1984-1986, 1994-1999 (2 folders) Writings, 1975, 1985-1989, 1997-2000, undated <i>For additional material see Containers II: 2-II:4, Drafts</i> Woodrow Wilson International Center for Scholars, Washington, D.C., 1983-1985